

Start a Facebook Marketing Business

Congrats, you are now a skilled Facebook Ads Marketer! Now is the time to begin working on your own Facebook Marketing Business!

- When starting out your new advertising business, if you don't have any former clients that will act as a reference for you, you will be hard pressed to expect a new client to just hand over money to you! So you will need to **GET CREATIVE!**

How to Get Clients

To get initial clients, you will need to prove your worth! This includes working for free or on commission only in order to build out some case studies and examples, like our agency sales page:

<https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packages>

How to Get Clients

Here are some ideas for obtaining your first clients:

- Work local! Go door to door offering your services. Meeting in person to pitch your services helps people not feel like they are getting a spam email from you. Plus, working a local market usually equals easier targeting via Facebook ads since you just have a single market.
- Contact higher income businesses (attorneys, doctors, accountants, contractors, restaurants, etc.) that have enough income to have an ad spend budget available.
- Solve their problem with some FREE work! **EXAMPLE:** Capture 1-2 leads with your own ad spend for XYZ client, then offer the leads for “free” in exchange for future work!
- Offer a free month (or 50% off) to your current clients for new referrals! Word of mouth wins when it comes to marketing an ad agency!

Best Pitch Email

https://blog.hubspot.com/marketing/best-guest-post-pitch-example

MARKETING SALES SERVICE NEWS & TRENDS



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So this is a great pitch email because first of all it is not generic “Hello I am a marketer, give me your money”. It is personal, direct, and short! Also, this pitch shows that *Bryan* researched this business and knows about their recent blog posts or news. This marketer then gives a soft pitch and example of his own past work, and then gives this potential client an example of what he would do for them to help improve their weaknesses. This is FREE work he did to prove his worth!



Bryan Harris

to blogging

Hi,

I'm Bryan.

I'm a huge Hubspot fan. I especially liked your recent piece on [business card](#) design.

I work with companies like KISSmetrics and make weekly video's for their blog. Here is one that published earlier this week on their site: [4 Critical Facebook Reports](#)

Just wanted to email you and see if Hubspot might be interested in a similar series.

I made a demo for you to show you what it might look like: [5 Split Test You Have to Run on your Website Today](#)



Is this something you guys would be interested in?

-Bryan

What to Charge?

This totally depends! What is your desired hourly price? How many employees do you have? ALWAYS have **20-40% margin left after all expenses** are paid! This equals $\text{NET INCOME} / \text{REVENUE} \times 100$...for example, \$200 left after all expenses / \$1000 retainer $\times 100 = 20\%$ margin!

Once you start to get referrals from clients and have a nice base of work, you can begin to demand more money. You can also charge for your varying added services or just bundle it all into one price!

Some ad agencies charge an upfront setup fee and then a monthly retainer (i.e. recurring charge), while some charge a percentage of the ad spend budget they are managing.

EXAMPLE FEES:

1. Ad Agency #1 -- \$500 landing page setup fee (i.e. ClickFunnels, etc.) + \$1500 monthly retainer as a fee thereafter + fees for each additional service (i.e. SEO, web dev, etc.)
2. Ad Agency #2 -- \$20% of the ad spend budget (so if the clients ad spend increases, your monthly fee goes up)

-100% Customized Strategy

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From our experience, customers appreciate a stable rate and us being upfront about no later “upsells”, like our competition.

Get started now!

Research the Competition

Research your marketing agency competition and decide what is right for you! One easy thing to do is just contact a local marketer or ad agency in your market and act like a business seeking the specific niche of marketing you're doing and see what they charge.

Once you get a few quotes and pricing packages, you can just undercut them slightly or tweak your offering to include more for the same price! The options/variations are endless!

But you will begin to see a theme... the going rate is near that **20% of the ad budget** or **\$2000 per month retainers**.

Outsource

The worst thing you can do is run your entire ad agency all by yourself! You need to ASSUME you will only grow as a business and have a plan in place for scaling your clients/team. You only have so many hours in the week, so you will eventually need to hire help! Here are my two strategies for new agencies:

- Outsource your agency completely to an experienced agency (like us at Coursenvy), but then just add your desired fee on top. **EXAMPLE:** You find a client interested in having you run their Facebook ads. You charge them \$2,250 per month and outsource everything to us for \$2,000. You do nothing and make \$250 per month.
- Manage everything yourself for your first 2 clients. All the while, create SOPs (Standard Operating Procedures) that you can use as a step by step guide for training social media savvy freelancers you hire on [Upwork.com](https://www.upwork.com) by the time you land your 3rd client!

